

# KUDOS MULTI-PURPOSE CLEANER

AGVG 16 FL. OZ. 1/9

1. Extract from M/C 30/9/63.

Approval was given to the marketing of a liquid cleanser in a 16 oz. glass bottle for the cleaning of paint work, floors and all surfaces such as plastic laminates and glass. The line would be competitive with the proprietary products Handy Andy and Liquid Ajax. Details of the proposal were given as follows:

<u>Size</u>	<u>Estimated Cost</u>	<u>Proposed Retail Price</u>	<u>Gross Profit</u>	<u>Annual Sales Estimate</u>
16 oz.	11/- per doz.	2/- each	54.2%	25,000 doz.

When the new line was introduced, it was proposed to discontinue the present Household Cleanser. "

2. \*Launched February, 1965. Sampled to all branches. Promotions include:

Special Offer	+ May, 1965 3-2	<u>Sold</u> 92,514
Prize Competition	April, 1965	(not recorded)
" "	o April, 1966	12,163
March Offer	x 1967	22,606

Outputs ('000's)

	<u>1965</u>	<u>1966</u>	<u>1967</u>
March Quarter	* 124	o 17	x 44
June	+ 155	9	14
September	5	12	
December	<u>7</u>	<u>11</u>	
	291	49	

4. Retail margin is 20%. This precludes direct price cuts and limits special offers to tie-in promotions, which have been poorly accepted.

5. Current stocks are:- Warehouse 11,000 singles  
Branch 28,000 "  
39,000 "

i.e. about 8 months sales at current rate.

Recommendation

At first opportunity, reduce from 1/9 to 1/3 to clear (of carbolic soap reduced from 1/4 to 1/-).